



Through a series of initial conversations with arts and culture stakeholders in Carlsbad, five main ideas began to emerge. These themes begin to show how the arts and culture can support a vibrant and vital quality of life for both residents and visitors alike.



We want to hear your thoughts about these themes. Do you see other ways that arts and culture can become of vital part of life in Carlsbad? Are there some themes that you think are more important than others? We'd love to know.



Emerging Themes Arts & Culture *Plan*



Arts Education

Enhance Carlsbad's Distinct Identities through Arts and Culture

Carlsbad has a unique history, heritage and quality of life. Part of this identity can be seen in the way the community comes together for arts and music events. Many desire to see the arts and culture bring more people together, and support collective civic pride in ways that are unique to the city.

Support Art as an Essential Component of Daily Life

The arts have traditionally been seen as activities that happen in addition to the daily routine of people's lives. We heard that people want art and culture to be an important part of their everyday life.

Expand Art and Culture Learning Opportunities

An important component of any healthy community is the opportunity to create and express – both individually and collectively. Many Carlsbad residents expressed the desire to see more opportunities for lifelong arts education.

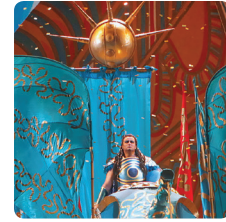
Use Art to Enhance the Physical Realm

Today the arts in Carlsbad serve to engage both residents and visitors, communicate a sense of local identity and ensure that all have access to vibrant community spaces. Many desired to see more public art throughout the city including in neighborhoods and shopping areas.

Support a Thriving Business Sector with the Arts

It was often recognized that the goals listed above by residents are the same goals desired by businesses. From lifelong learning opportunities, to a vibrant physical realm, many recognized that a strong business environment is supported by a thriving and successful arts and culture presence within the city.

Theatre



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